**Who is this email for?**

Clients in your database age 55+ and from whom you’ve received consent to send commercial electronic messages

**Instructions to send the email:**

1. Copy and paste the text below into your email system (please note there are two pages in this template)
2. Replace any red font with the correct information
3. Add the email subject line
4. Press ‘Send’

**Subject line:** Looking for ways to fund your retirement plans? Let’s talk about a reverse mortgage

Dear [Name],

If you’re a homeowner aged 55 years or over and looking to supplement your retirement income, pay off your mortgage and other debt, or cover unexpected expenses, a reverse mortgage could be the financial tool you need.

A reverse mortgage offers a simple way to tap into the hard-earned equity in your home, without moving or selling. It also doesn’t require monthly mortgage payments and is instead repaid when you sell your home or no longer live in it.\*

As your trusted broker, I want to ensure you’re aware this option exists, as well as to offer my assistance in helping you decide if it’s the right solution for you.

If you’d like to learn more about the reverse mortgage options available to you, or have any questions, please don’t hesitate to reach out. I’m more than happy to schedule a call or meeting to chat further.

Best regards,

[Your name]

<Your signature>

This email was sent by [Name of the Person/Organization sending the email] on behalf of Equitable Bank.

Equitable Bank  
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[CONTACT US](https://www.equitablebank.ca/contact-us)

\*Subject to certain conditions.

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